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ABSTRACT

In 1988, a survey was conducted to determine the feasibility of offering a new degree credit program in Small Business Management at William Rainey Harper College, in Illinois. All 3,170 former students who had taken a non-credit seminar in the Small Business Department in Continuing Education were surveyed regarding their interest in small business management, the likelihood of their enrollment in the proposed program, scheduling preferences, reactions to the proposed curriculum and degree requirements, and interest in serving on the advisory board or as faculty for the program. Study findings, based on a 10% response rate and the assumption that non-respondents were not interested in the program, included the following: (1) among the respondents, 56% were small business owners, and 35% were considering starting their own business; (2) 62 of the respondents indicated that they would be interested in enrolling in certain courses within the proposed program, while 29 indicated they would enroll in the complete degree credit program; (3) almost two-thirds of the sample preferred evening courses, with Tuesdays and Mondays being the most popular days and Saturdays the least popular; (4) 215 respondents suggested new courses to be added to the curriculum, while 90 suggested alterations to the associate degree program; and (5) respondents offered 58 nominations for the advisory committee and 48 nominations for faculty positions. Projecting survey responses to the 26,000 small businesses in the college district, it was estimated that the new program could attract 130 students per semester and would therefore be very feasible. Attachments include tables, respondents' answers to open-ended questions, and the survey instrument. (JMC)

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Office of Planning and Research

William Rainey Harper College

FEASIBILITY STUDY FOR ESTABLISHING A SMALL BUSINESS MANAGEMENT COURSE AT HARPER

Volume XVII, No. 3
November 10, 1988

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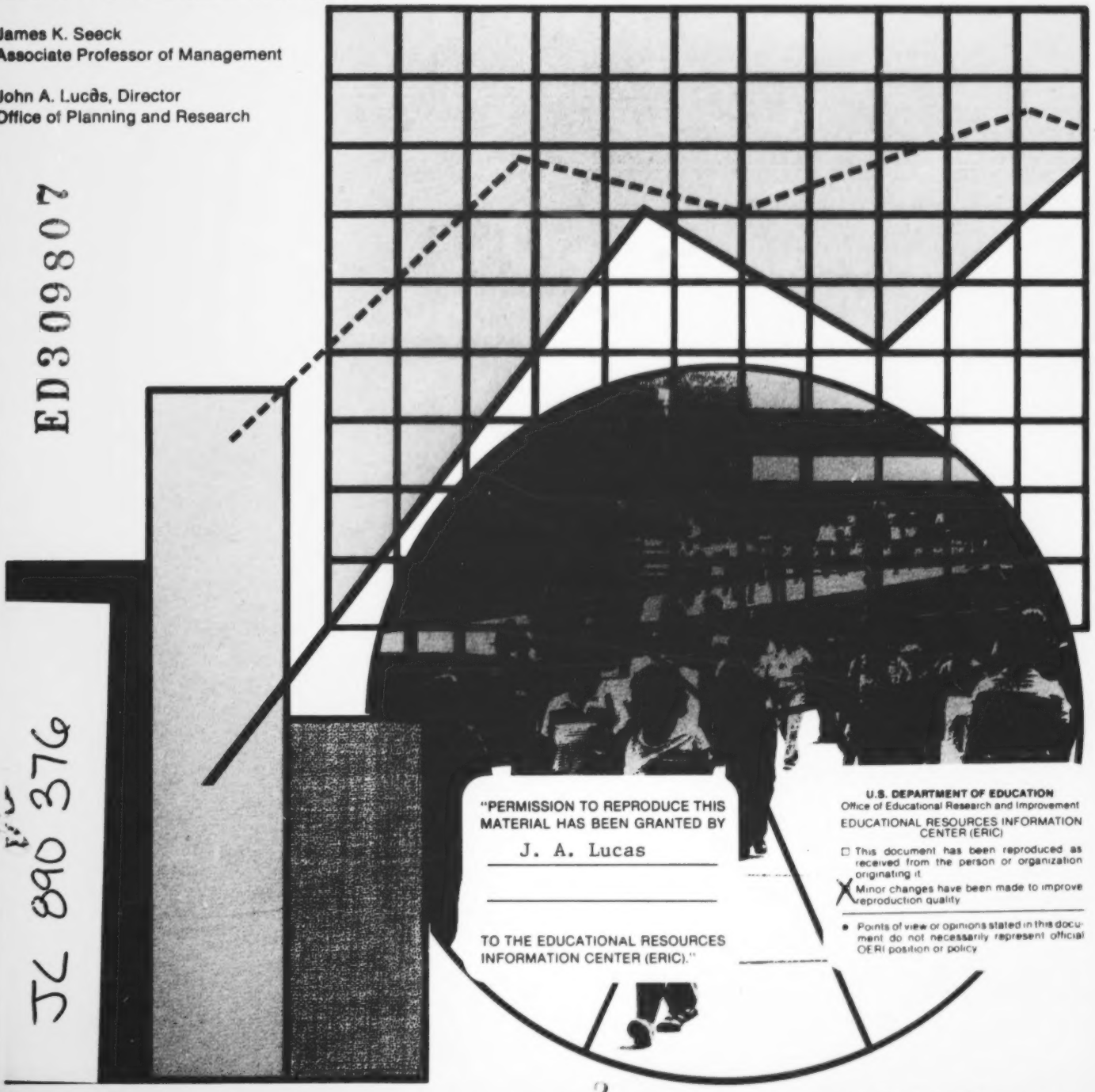

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ABSTRACT

THE PURPOSE OF THIS SURVEY WAS TO DETERMINE THE FEASIBILITY OF OFFERING A NEW DEGREE CREDIT PROGRAM IN SMALL BUSINESS MANAGEMENT. A FEASIBILITY SURVEY INSTRUMENT AND A PROPOSED CURRICULUM WERE MAILED TO 3070 PERSONS WHO HAD ENROLLED IN NON-CREDIT SMALL BUSINESS OFFERINGS IN CONTINUING EDUCATION. A TOTAL OF 314 PERSONS OR 10 PERCENT RESPONDED. THE RESULTS WERE PROJECTED OUT TO THE 26,000 SMALL BUSINESSES IN THE HARPER DISTRICT.

IT IS ESTIMATED THAT THE PROPOSED NEW PROGRAM IN SMALL BUSINESS MANAGEMENT COULD ATTRACT 130 STUDENTS OR 71 FTE PER SEMESTER AND THEREFORE, IS VERY FEASIBLE TO OFFER. ALL BUT SIX OF THE PROPOSED NEW COURSES COULD BE OFFERED EACH SEMESTER WHILE THE OTHER SIX WOULD HAVE TO BE SCHEDULED LESS OFTEN. THE MOST POPULAR TIMES FOR OFFERINGS WERE MONDAY AND TUESDAY EVENINGS. THERE WAS MUCH INTEREST IN SUGGESTING ADDITIONS OR CHANGES TO THE PROPOSED NEW PROGRAM AND MUCH INTEREST IN SERVING ON THE ADVISORY COMMITTEE OR THE FACULTY.

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Purpose

The purpose of this survey was to determine the feasibility of offering a new degree credit program in Small Business Management. The study was requested by James K. Seeck, Associate Professor of Management.

Population Surveyed and Methodology

All former students who had ever taken a non-credit seminar in the Small Business Department in Continuing Education were surveyed. This amounted to 3170 people. The survey instrument shown in the appendix was designed jointly by the Office of Planning and Research and James K. Seeck, Associate Professor of Management. Also included with the survey instrument was a curriculum proposed for the new Small Business Management Program. After this material was mailed out to the target population, 314 persons responded for a 10 percent response rate. It was assumed that those not responding were not interested in the program. Since there are about 26,000 small businesses in Harper's district (telephone directory), the results from this survey of 3170 were projected out to the 26,000.

Discussion of Results

Among the respondents 56 percent were small business owners and 35 percent were considering starting their own businesses. There was a wide variety of businesses represented. When asked if they would be interested in enrolling in the proposed new program, 62 said they would be interested in enrolling in certain courses (average of 16 hours each) while 29 indicated they would enroll in the full degree credit program. If half of these people did enroll within a five-year period and this number was projected from the 3170 sample to the 26,000 small businesses in the district (multiply the sample by 8), enrollments could be estimated for each semester. Conservatively 130 students or 71 FTE would enroll each semester. All of the new required courses could be offered each semester. Among the new courses which are electives, MGT 220 and 230 could be offered once per year while MGT 210, 250, 274 and MKT 145 could be offered only once every two years. The most popular programs chosen by the sample were MGT 125, MGT 130, MKT 217, MGT 154 and MKT 245.

Almost two-thirds of the sample preferred evening courses and the most popular days were Tuesday and Monday. Only 18 percent preferred Saturdays. There was a lot of interest in the curriculum as 215 suggested new courses to be added while 90 suggested alterations to the associate degree program. There were 58 nominations for the advisory committee and 48 nominations for faculty to teach in the Small Business Management Program.

Major Conclusions

It is estimated that the proposed new program in Small Business Management could attract 130 students or 71 FTE per semester and therefore, is very feasible to offer. All but six of the proposed new courses could be offered each semester while the other six would have to be scheduled less often. The most

popular times for offerings were Monday and Tuesday evenings. There was much interest in suggesting additions or changes to the proposed new program and much interest in serving on the Advisory Committee or the faculty.

CURRENT INTEREST OF RESPONDENTS IN SMALL BUSINESS MANAGEMENT

Interest	N	PCT
Currently own my own business	172	56.1
Am considering starting my own business	106	34.5
Currently work for a small business	9	2.9
No interest	8	2.6
Owned a small business previously	5	1.6
General interest	4	1.3
As a professional I serve small business owners	3	1.0
TOTAL	307	100

Sample surveyed consisted of 3170 people. In our district there are about 26,000 small businesses so demand in this survey needs to be multiplied by 8 (26,000 divided by 3170).

ESTIMATION OF DEMAND FOR SMALL BUSINESS PROGRAM

Type of Demand	Sample N	If Half of These People Actually Took Courses	Credit Hours	Projected Out To All Small Business Owners in District
Would enroll in some of the courses listed average of 16 hours each	62	31	496	248 heads 3968 credit hours
Would enroll with intent of securing associate degree 60 credit hours	29	14	840	112 heads 6720 credit hours
TOTAL FOR FIVE YEAR PERIOD	91	45 heads	1336 cr. hr..	360 heads 10,688 credit hours
PROJECTED FOR EACH SEMESTER				130 heads 1069 credit hours 71 FTE

PREFERENCE FOR COURSES

Course	N	Course	N
MGT 125 R	36	MGT 150	6
MGT 130 R	28	PSY 145	6
MKT 217	28	MGT 140 R	5
MGT 154	25	MKT 145 E	5
MKT 245	21	ENG 130	5
MGT 220 E	13	BFC 110	5
MGT 254 R	13	MGT 111	4
MKT 140	12	MGT 210 E	4
MGT 270	11	SEC 133	4
MKT 240	10	ECO 115	4
MGT 230 E	9	MGT 274 E	3
PHI 150	9	MKT 250	3
MGT 160	7	MGT 250 E	2
MGT 280	7	MKT 106	2
MAT 101	7		

7 respondents will take many of these courses.

29 will take the whole degree program.

R are required new courses and can be offered each semester.

E are elective new courses: MGT 210, 250, 274 and MKT 145 could only be offered once in two years while MGT 220 and 230 could be offered once per year.

All other courses are offered each semester already.

TIMES MOST CONVENIENT TO ENROLL IN

SMALL BUSINESS MANAGEMENT PROGRAM

Time	N	PCT
Weekday mornings	29.83	13.1
Weekday afternoons	9.5	4.2
Evenings during week	147.34	64.6
Saturdays	41.33	18.1
TOTAL	228	100

Day of the Week		
Monday	49.10	22.7
Tuesday	54.52	25.3
Wednesday	34.18	15.8
Thursday	29.34	13.6
Friday	10.12	4.7
Saturday	38.74	17.9
TOTAL	216	100

Businesses they are now in or are thinking about.

-Secretarial Service - office support center
-Publishing
-Computer hardware, software sales and consulting
-Home based gift baskets
-Legal and Market consultant - polyethylene piping systems consultant
-Executive Search / Retail Marketing
-Full time auto repair
-Retail yogurt - sandwich shop
-Computer consulting
-Computer/Accounting consultant
-Acoustical Maintenance - Acoustical Renewal Systems, Inc.
-Manufacturing Representative
-Vending Machines, Real Estate, Secretarial, Children's Drama.
-Gift Basket Service
-Real Estate Appraising/Brokerage
-Temporary Medical Service to support understaffed Cardiac Catheterization Labs.
-I am an audiologist, former University Professor, working in industry.
-Medical Transcription Service
-Commercial Food Service
-Some type of service.
-Machine Shop, Fast Food Restaurant, Design Tooling
-Secretarial Service
-Investments and Taxes
-I have a very small financial consulting for individual businesses.
-Engineering consulting
-Training and technical materials
-I have my own Accounting and Tax Service, also I own with my wife a cleaning franchise.
-Wire Manufacturing SIC 3315
-Desk top publishing
-Information services
-Engineering consulting and manufacturing industrial products
-Toy and Game Design
-Consulting in Marketing and Sales
-Consulting people in business plan writing / Real Estate / Selling Clothing.
-Consulting
-Computer related i.e., consultant or var-value added retailer.
-Mail order of software I made.
-Personal Service
-Commercial Photography and Videography
-Steel Fabricating
-Entering the priesthood.
-Conducted house sales (sale of contents of home)
-Crafts, Dry Floral Arrangements
-Real Estate and accessories for interior design.

Businesses they are now in or are thinking about.

-Audit Specialist
-Agriculture service
-Accounting and Tax Firm
-Data Reminder Service
-Electric Motors - Sales and Service
-Service
-Probably retail - possibly a small manufacturing company.
-Consulting engineer
-Catering
-Business services
-Consulting new product development
-Catering Co.
-Advertising specialists and premium distributor
-Computer Sales and Service
-Medical Sales, Cookie Manufacturing, Product Management
-Sales, Resale to Banks and Savings and Loans
-Consulting
-Temporary employment
-Print Shop
-Service
-Manufacturers' Representative
-Specialized employment agency
-Costume jewelry
-Husband, Auto Body - Wife, computer related, other possibilities also.
-Real Estate Appraisal/Consulting
-Gift Shop
-Custom Floral Design
-Insurance Claim Processing Service
-Insurance Sales
-Air Freight
-Presently an Accountant at a large company - undecided about type of business to start.
-Canine Behavior Consultants, Inc. - dog behavior specialist.
-Business development management for architecture, engineering, and construction firms.
-Business Sales and Valuations
-Contract Cleaning Service
-Word Processing - Desktop Publishing
-Warehouse manufacturing
-Advertising Agency
-Resale clothing store
-General sales - contract sales professionals
-Construction business - general contractor
-I'm in photography - want to switch to mail order.
-Have a free lance editing business, car detailing business.
-Electrical construction
-Engineering consulting
-B & B and Boutique
-Thinking about restaurant

Business they are now in or are thinking about.

-Import and Export
-Catering service
-Service
-Electronic installation and service
-Postal
-Marketing a product for Halloween
-Manufacturer's Representative
-General Contractors
-Human Resource Management and Recruiting
-Consulting/counseling
-Antique store and leasing rental space
-Video rentals and sales franchise
-Editorial services
-Day care in large companies.
-Travel
-Retail
-I work for an insurance company.
-Retail Store
-Submarine Sandwich Shop
-Manufacturers representative and wholesale
-Distributor of business forms, commercial printing and office supplies.
-Retail gifts
-Education
-Pure speculations.
-Interior Design
-Information Brokering and Marketing Consultant
-Human Resource Management
-Art Studio
-Fashion Design Dressmaker
-Ceramics
-Mail order
-Now in health care; considering retail.
-Interior planning and space design for offices and warehouses.
-Marketing/Advertising
-Tool and Die
-Not known yet.
-Tool Grinding Service
-Currently employed with Fortune 500 Company.
-Accessory consultant
-Am presently first grade teacher.
-Small Manufacturing Concern
-Catalog sales
-Computer consulting
-Public Accounting Firm - CPA
-Direct Mail
-Beauty Salon
-Contractor
-Medical Office Consulting
-Evidence photography

Businesses they are now in or are thinking about.

-Color computer (Tandy) mail order hardware and software design and development.
-Video productions
-Fabrication
-Product sales and educational programs
-Owning my own Hair Salon, I'm a hair stylist.
-Small motel and manufacturing simulated stained glass.
-Fine Art Studio
-International trade and licensing
-Manufacturing Representative
-Interior carpentry
-Small engineering firm
-Spanish translations/interpreting
-Custom Stained Glass Studio
-Fitness consulting
-Home Child Care
-Graphic Artist/Design/Consultant
-Computer product design and manufacturing.
-Custom closets
-Tour operator - marketing rep ski industry.
-Security Service
-Interior plantscaping - retail, sales, maintenance.
-Electrical contracting and small electronic systems for car washes.
-Computer Services (consulting)
-Manufacturing
-Computer consulting
-Consulting firm.
-Electrical contracting
-Computer software for businesses.
-Presently in computer service industry.
-Broker in importing and exporting.
-Flower Shop
-Consultant to organizations (organizational development).
-Computer programming oriented.
-Retail sales of my hand painted and dyed silk scarves and clothing. I rent a push cart at Randhurst Shopping Center.
-Publication of a monthly newsletter for Northwest Suburban Real Estate Professionals called "Realtyline".
-Automotive detailing
-Manufacturing Representative Agency
-Wardrobe and image consulting
-Art (commissioned)
-Wholesaler
-Computer Consulting/Programming
-Consulting
-I own a Women and Junior Fashion Store.
-Upholstery
-Training and consulting
-Fast Food

Businesses they are now in or are thinking about.

-Retail antique dealer
-Scrap metal dealer
-Energy saving
-Automotive
-Carpet cleaning
-Interior design
-Manufacturer's representative
-Photography, family portraits
-Data Processing training
-Restaurant
-Carpenter - sales and consulting
-Oriental gift shop
-Soil surveys
-Restaurants or rehabing real estate
-Consulting and services, Human Resources
-Food service (supplying to caterers)
-Hair salon "Personal care service and retail"
-Manufacturers representative
-Human Resource/ O.D. consulting
-Retail
-Instant signs and banners
-Jewelry sales
-Giving spouse tours for conventions.
-I'm thinking of opening a pet care motel.
-Residential roofing
-Personnel
-Construction
-Computer systems/information management consulting.
-Computer software/consulting
-Marketing a tool to locate things underground.
-Advertising communications
-Personal computer analysis and customized training.
-Food broker or manufacturing representative
-Carpet installation
-Management consulting
-Trucking
-Direct mail - advertising.
-Two-way mobile radio sales/service
-Design/sell gift wrap.
-Retired but would like to go back to teach ceramics.
-Interior design
-Food service and retail clothing. 22 years in manufacturing.
-Advertising and public relations agency.
-Marketing/sales group
-Custom T-shirts
-Interior design field
-Engineering consulting
-Antique Shop
-Cleaning new construction/office
-Building materials as a manufacturing representative/distributor

Businesses they are now in or are thinking about.

-Interior design - window treatments, etc.
-Foreign accent reduction classes
-Automotive aftermarket accessories
-Mail order
-I am a CPA
-Interior Design
-Consulting
-Desktop publishing/Word Processing
-Catering/Gourmet food and produce store
-Specialty store or accounting business
-Construction (small home repair)
-Music Store/School
-Carpet, furniture, drapery cleaning
-Advertising specialist premium sales
-I'm in software sales.
-Domestic Services
-In the process of determining what I should do.
-Public relations consulting
-Distributor of industrial equipment
-Service industry
-Cabinetry and remodeling and I'm starting a children museum.
-Data Processing consulting services
-CPA's
-Insurance consulting to insurance companies.
-A small retail operation or franchise.
-Franchise type
-Marketing gift items
-Engineering Design
-Book distribution
-Painting and Decorating
-Temporary/Secretary Service
-Building Maintenance
-Massage Therapy
-Retail
-Undecided
-Flower Shop
-Bookstore or card shop
-Consulting Engineer, Blueprinting, Land Surveying.
-Realtor
-Software house (writing computer software)
-Alterations and custom dressmaking
-Service, Physical Therapy or Manufacturing.
-Billing service with collection.
-Personnel consulting; starting cookie business.
-Insurance
-Computer sales and consulting
-Food
-CPA Firm
-Research Writing
-Massage Therapy and Instruction

Businesses they are now in or are thinking about.

-Childcare or preschool.

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-Lotus 1 2 3
-Small business Tax Planning
-Bookkeeping, Purchasing, Inventory Control
-Personal time management so business person would be able to juggle demands of business as well as those of personal life.
-Product Market Advertising and Market Research.
-No additional input at this time.
-The curriculum is very well laid out. More detail should be given in how to pick a business.
-Good idea! Should it be geared to people above ENG 101 level? Not likely a 19 year old would start own business.
-I have taken some of these classes. Intro to Psychology was interesting but not relevant. It should be replaced by MGT 280 or MKT 140.
-Service Contracting i.e., building service contracts. Something for the managerial level employees, most of whom don't understand the base of the company they work for. Emphasize sales/communications between small business and large corporations, county, state, and federal work. Minority contracting/female based enterprises.
-A course dealing with tax laws and the small business owner - Basic Accounting.
-"What is Private Enterprise", "How to Succeed in Spite of Government Rules and Regulations", "Full Corporation, Partnership, or Sole Proprietor?", "Do you Need a Computer?".
-Would be helpful if you detailed the content of these courses so I could better respond to your questions.
-Practical courses relating to real world problems.
-Looks very interesting. I was looking at other College curriculum re: Sale Proprietorship and nothing was offered.
-I believe you could serve an area by providing some special courses in special businesses, as part of the program. For example, perhaps a three credit hour survey course in Hearing Aids/fitting to interest someone in a specific area - many areas could be offered. It could then possibly lead to "professional specialization" later.
-It's great! How I wish this had been available before I had my business in Illinois.
-Industrial sales and sales management ; capital equipment sales and sales management.
-Looks well rounded.

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-Seems complete but would add Time Management and would eliminate ENG 101 for more practical writing skills and oral communication skills also, would not have Human Relations as an elective but a requirement.
-PSY 101 for older students to help make decisions.
-Office Operations Techniques (how to keep records, pay and collect bills, keep books, have a tax accountant or lawyer, etc.), Small Business Accounting (if not covered in MGT 111 or MGT 154); I assume MGT 130 would cover contract law in some detail as well as the forms of and formation of corporations and partnerships - it should. I have just obtained an M.B.A. from night school and continue to take courses there at reduced costs but the program looks good and would otherwise be attractive to me if the courses were given at night.
-You seem to have a good assortment.
-The Principles of Marketing MKT 245 should be a requirement. Small businesses fail because the owner doesn't understand the number one need for success is HAVING CLIENTS.
-Basic Accounting; Basic Tax Law
-How to select a business that is right for you. Do you really belong in business for yourself? Study business failures so you can avoid making the same mistakes. Are these covered in MGT 254?
-An overview course - marketing: finding a marketing niche, determining market viability, maintaining marketing momentum - cash flow.
-If these courses are really intended to simply help the small business person, you have missed the mark. Very few people intent on starting a small business will ever have a need for an associate's degree. I have taken several Continuing Education classes/seminars relating to the business programs and without a doubt except for the recent patent/copywrite class they were a complete waste of time.
-More course in Marketing and Strategic Planning
-Stress English classes (business writing) - stress Microcomputer applications (Lotus 1 2 3, Excel, Database programs).
-Accounting should be a required class, a marketing class should be required, negotiations / employee relations could be added as an elective.
-Advertising should be required if people are serious about going into business (not just an elective).
-It is not clear who the intended students are for this curriculum. People starting businesses come from a wide range of experiences, education, and skills. Likewise, the type of business they are starting would dictate the courses to take.
-None, your schedule appears adequate.

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-I frankly see no need for a degree program and don't feel it will succeed. Harper already has some excellent courses that meet the needs of those exploring. Those in business already have no time for formal courses unless an M.B.A..
-Taxes
-Course in Networking and possibly having people in to talk to the class in their proposed fields.
-Federal income tax review of forms and familiarization with quarterly and annual payroll reports.
-The proposed curriculum looks great. I don't know of any that should be added.
-Seems fine the way it is. Add job cost accounting and wholesale.
-Looks good
-More practical application in general.
-It is fine as is.
-People with their own business would seem to be more interested in specific help rather than a degree.
-Manufacturing process control, basic statistics.
-How to secure financing, etc.
-Accounting
-Advertising Art, Desktop Publishing
-Course selection looks good. Records and Management of Files. Sounds trivial but can help a great deal.
-Local labor market and economic conditions.
-Very interested, very current with today's business trend.
-I have a BA in Business but would be interested in several - no suggestions for additions.
-Well rounded.
-Doing payroll and work schedules.
-I would need more specific information as to the individual courses (what exactly is covered, etc.).
-Quality Assurance/Control; Customer Satisfaction/Service
-Maybe a few courses in effective retail selling or retail buying.
-Looks complete.
-Supervisory classes and personnel.
-An internship should be required. Otherwise, it appears the curriculum is well balanced.
-Typing - basic computer courses as electives.
-Tax Preparation and Recordkeeping for small businesses
-Looks good
-Appears to be a well rounded program.
-Looks complete as is.
-Looks good
-Well rounded program to help people develop business skills and business thinking.
-Asset Management, Taxes and Depreciation, Long Term Management Objectives

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-Courses sound good. I would probably take some, not all, as I have had some that are on the list, such as, psychology, business writing, intro to business, composition.
-Business law - reading/understanding legalities
-Curriculum covers all phases of small business operations.
-I think the program is a good idea.
-More choice for electives are needed similar to some of the "continuing education offerings" i.e., LEE's, LLB's, LLV's, LLX's.
-Excellent - How to design a business plan.
-I have the hands-on experience, but would like to get more technical knowledge as to business management.
-I think it's good, I would like to see you add a course in Lotus 1 2 3.
-Venture capital - acquiring investors.
-Curriculum seems to be fairly all-inclusive assuming within management courses you touch on time management and within sales or marketing you include telephone work. Also consider computer courses.
-I think advertising and principles of insurance should be a course you must take. These are two very crucial and confusing areas.
-I personally like and would be more interested in the elective type courses.
-Curriculum looks adequate - would be interested.
-Never having gone to college, I'm not qualified to answer. Although, what about a course in computers - ever business seems to be using them today.
-Looks complete.
-I think the selection is good; would be helpful if you could differentiate between business types i.e., retail/manufacturing (businesses that require inventory) v.s. service-type small businesses.
-Bookkeeping, Accounting, Employee Relations
-I think the program is a good idea even though I would not be interested in taking it.
-The program is a good idea but for older people locked into working, it would be difficult to attend classes.
-If I were not set, this would be an excellent two year program.
-Public speaking, skills in negotiating, skills in listening.
-A course in proper forms that must be filed with state and federal agencies. They are overwhelming unless you can afford professional help.
-The most practical business person is psychology of human relations.
-Curriculum looks good.
-Sounds like a comprehensive program, but I have little time to take advantage of it.
-Illinois State and Federal payroll deductions.

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-I have an M.B.A. and am not interested in this curriculum.
-Public Relations, Taxes
-Electives - Consumer Behavior and Industrial Selling
-Curriculum appears good to a person before starting business and with no (or little) education. I have a Bachelor's in Accounting.
-It appears to be complete.
-Curriculum sounds great.
-The current small business offering is sufficient - full time program doesn't apply to the small business owner.
-How about business plan writing. If you use business people other than your teaching staff, be sure they are credible. I recently attended a Harper Small Business Seminar where the speaker recommended new business owners to use all the credit cards they could to finance their new business!
-I have a college degree (Liberal Arts) and 13 years business experience and training. This is way too basic for people leaving the corporate world and going on their own.
-More advertising/customer relations.
-Small office management; specifically for professional offices.
-Time management - people management v.s. functional management; customer and public relations in management; multi ownership or management; business communications - clients, employees, other businesses, etc.
-Computerized Accounting
-Interesting for people without business school background.
-Basic Computer course
-Something that tells you how to know what kind of tax shelters and benefits are available.
-The curriculum needs additional business computer classes, a course on the generation of business plans and more than one course on legal concerns.
-It looks pretty complete to me.
-Small Business Management for the Artist and Craftsmen.
-Perhaps compassing a "specific" business.
-Math usage in business, quantitative usage in making qualitative judgments.
-Looks like a well conceived program that will ease many individuals into their own operations.
-Accounting 101 and 102.
-Computer's in business.
-I think it looks like a good, balanced program covering many aspects of business.
-Taxes - how to run a small business to benefit under the new laws.
-Unless covered in 111 - some kind of Accounting principles. Also, add paperwork considerations.
-Something in the area of sales, marketing (how to, where, etc.), purchasing, budgeting and how to bring everything together.

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-Taxes for small businesses.
-I think this program is a very good idea, though most people interests will be part time and they will find it hard to find time to finish the whole program.
-Introduction to computer, introduction to Accounting.
-I wish you had these courses when I went through college. Perhaps you should stress long-range planning more. I'm having a very hard time writing a business plan, so that may be a good place to start.
-Bookkeeping and tax concerns.
-Survey of entrepreneur characteristics and entrepreneural strategies.
-Computer programming, Micro Soft Word, Advanced Advertising.
-I'm not sure if display is included in any of these courses but I find that to be quite a challenge and feel there should be a basic class on it.
-Looks good overall. As a publisher, I need additional exposure to writing short topics for print, Art of Interviewing, Advertising Layout, Marketing to Advertisers, Display Art, etc.
-Generally, a good mix of topics. However, Time Management, Resource Management, Project Planning and Employee Relations all could possibly merit individual courses.
-Marketing intangible services; Selling them; Advanced Design and Development (brochures, pamphlets, flyers, etc.).
-Planning, Budgeting, Taxes and Bookkeeping, Stress, Positive and Negative Entrepreneurship.
-Some instructors who are experts in Businesses as small as store front 1-5 people systems.
-Communication Skills, Business Courtesy and Etiquette, Customer Service, Employee Training and Motivation.
-Political Science, more Math, Engineering.
-Seems almost too basic.
-Governmental and tax reports and reporting requirements.
-Looks very interesting. I would be inclined to look closely at securing a degree.
-Program seems adequate.
-Very good!
-Good
-Something giving it a more global perspective, such as a course on import/export would make the program more attractive.
-Excellent
-Very interesting as it stands.
-This is fine for a high school graduate, I have a BS degree, therefore, I would not seek an associate's degree at this point.
-Add an elective in organizational development and one that is an overview of small computers/related software. If MGT 125 is not accounting, add an accounting course or module.
-Looks good - would require course description for further comment.

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-Introduction to computer science, introduction to accounting.
-Great! Public speaking, business opportunities, current trends, principals of multilevel marketing.
-Purchasing, Inventory Control, Accounting
-Unless I knew what the courses consisted of, I can't tell you what is missing. But it appears as if there is no time management type course offered.
-The program seems to cover most of the basic small business needs. Would be interested in a course for writing up comprehensive business plans.
-Looks good to me, I've never enrolled in this type of program.
-Employer/employee relations, finding, hiring and training, retaining quality employees. Developing employee handbook/policies. Protecting yourself from crime (theft, shoplifting, employee theft, customer dishonesty, bad checks).
-My own needs would center around the Bookkeeping and Accounting.
-Looks OK, of course anyone already in business would most likely need to spread your "two year program" over a longer time. Add: Dealing with IRS taxes and other taxes.
-Introduction to personal computers and time management techniques.
-This is excellent for those who want to get into their own business. A time management course would be excellent.
-Perhaps a course on benefits and insurance.
-Use of computers in small business. A course in taxes to be filed for small business. Filing requirements and employment taxes are very confusing.
-I think the curriculum looks very comprehensive.
-Seems fairly complete except for courses in specific fields - import/export, distribution, etc. Also courses dealing specifically with growing businesses (unless covered in regular courses).
-The series seven test and instruction and the special 22 for selling oil wells, gold mines, farms, coal mines, etc.
-More computer classes.
-Confidence builders - public speaking, meeting organization, understanding a commercial lease.
-Very much for individuals who don't have a college degree yet. I have a degree, and these courses seem too basic. Case history type of classes might be good to bring the education to the real world. Add public relations to the advanced program. Cash management.
-I believe one or two basic accounting courses would be a required part of the program. I do not think MGT 125 covers this material.
-I think it's a good curriculum. If I didn't already have many years of small business management experience, I would enroll in many of the proposed courses.

Reaction to the proposed curriculum. What courses should be added. 215 Suggestions

-Opportunities and profits in your own business, financial margins.
-Tax considerations
-Seminars on how to obtain financing and creative financing of financial sources.
-Managerial/Accounting, reading financial statements, personnel, hiring/firing/legal requirements.
-More on decision making, production presentations, features, benefits.
-Accounting, Marketing, expansion on MKT 106
-Add course in marketing and advertising - possibly desktop publishing.
-Mail order business
-Computer Introduction
-Good
-More computer familiarity programs - accounting.
-My interest in developing a small business would not include participating in a two year program. I have a business degree (therefore have most management theory background). If I would be looking to participate in a small business management program, I would be looking for courses with a more practical application, business planning, preparation of business/financial proposals/planning, financing, venture capital.
-None
-Music and Business
-Market strategy in advertising, employee enthusiasm
-Computer, Basic Recordkeeping, Bookkeeping
-The small business management course I took was a waste of time, taught by a doddering old fool with very little organization. The Women in Sales II course was also a waste. The teacher had never sold herself, just trained. Get some teachers with better resumes. It turned me off. I won't be back, sorry. The one day entrepreneur class was half good.
-Most subjects seem to be covered.
-A course in marketing.
-It looks interesting for someone in a larger small business who has more time free than I have.
-Good overall selection.
-Looks comprehensive and complete. My interest would be in the electives.
-I think this is a great idea, can't think of any at this time.
-Information on incorporating, writing an effective business plan, non-profit corporation v.s. foundation. Our biggest stumbling block both in starting the cabinetry business and organizing the children's museum has been obtaining affordable legal advise - a course in incorporating and writing the business plan to obtain financing would be great.

Reactions to the proposed curriculum. What courses should be added. 215 Suggestions

-It is difficult to say without seeing more details on each course, but I would suggest you include material on financial planning, tax issues and required government reporting and filing, negotiation skills, developing business plans, securing financing, doing business with the government, human resource management, etc. What about technology issues?
-Accounting or Bookkeeping; What does a financial statement mean?
-The program appears to be too academic and not sufficiently pragmatic, for someone who is trying to run or trying to start a business "now".
-I would add the following: purchasing and valuing an ongoing business; methods of financing a business.
-Don't know
-A course to provide small business owners the best methods of taking advantage of tax breaks and for setting up books to keep the best possible information of the progress of our business.
-Understanding the unemployment system.
-I believe the core program is fine. I would add however, a class for the service industry and light manufacturing.
-Practical work experience in the field.
-More accounting and finance.
-I think the curriculum is very well structured. They are in fact, the same classes I've been planning on taking to help me gain the knowledge to start my business.
-I think you've got it all! Keep up the good work.
-Good
-IRS awareness and updates; PMA and job motivation; NLP (Neuro Linguistic Programming); Preparation for presentations on seminars, lectures, workshops/for business expansions and contacts.
-I think it's a great program for the person who, like me, would like to start their own business. Your seminars have been very informative!
-Many of the electives, such as Human Relations in Management, Advertising and Principles of Marketing should be required courses. Some of the required courses dealing with writing, Psychology and computers should be electives.
-Accounting I; Taxation, Payroll and Corporate - Tax Saving Strategies; Effective Presentations.
-None, all courses outlines will be needed.
-Courses related to specific industries.
-The courses sound too "ivory tower". Would think that more "how to", "problems", "practical applications of" courses would be better.
-The Art of Negotiating; Word Perfect 5.0.
-I'm not too sure advertising should be an elective. Too often the small business manager ignores emphasis in this area - and fails. In general, course outline looks good.

Modifications needed to be made in the associate degree requirements. 90 Suggestions

-Would legal concerns cover hiring - what to ask or not during an interview for clerical help, for example? Perhaps Word Perfect could be expanded to include desk top publishing for those businesses which would include designing brochures, proposals. Note: Will seminars include guest speakers from successful small businesses? (MGT 220) Perhaps speakers could have central theme, i.e., service industries, consulting firms, etc.
-Since most business people tend to be somewhat independent, I personally feel individual courses are of more value than degrees/certificates, etc. There are credentials that employers need to judge competitiveness but are not necessary to the self employed. Of course, expertise gained in coursework, networking, etc. is invaluable.
-The program as outlined seems all conclusive plus the addition of Product Market Investigating and Market Research.
-None but I don't know enough about the program to comment effectively. (Perhaps a discussion or course on hiring or personnel selection and counseling.
-I feel some people get into a business that is not suited for them, or their family. The family should be made to understand that alot of time goes into running a business. This is the way business and marriages fail at times.
-More exposure to the use of purchase choices, options. Why's and hows of computers.
-I would like to see most MGT classes taught by a person with real business experience they will help the students be better prepared for "real life".
-Modify the first and second semester for people who are actively in business already - possibly an alternative program - for more elective hours or equivalence testing.
-Not to sure of how the associate degree program works.
-Two years is a frightfully short time in which to cram everything relevant. However, assuming your students have no college background and, therefore, must attend English classes and the like, your curriculum seems well-rounded.
-I would suggest to possibly make it a four year degree program with extensive business courses or someone in my position with a bachelors degree to obtain a Masters degree re: self employment. Numerous business majors tend to head in that direction after being in the business world for years.
-Greater emphasis on writing and some discussion about verbal communication.
-More hands on!
-Might add some PE requirements. What about Accounting and Economics?
-Some kind of testing for the student who has been away from school or programs a long time.

Modifications needed to be made in the associate degree requirements. 90 Suggestions

-It is good and comprehensive. However, I think that Principles of Marketing should be required rather than an elective. Marketing is essential. Word Processing and Spreadsheet do not seem to be sufficient in the computer area. Additional help in choosing hardware and software and the role computers play in all facets of business would be critical.
-Make MGT 280 a necessity. I find the most overlooked courses and sometime the most needed are English, Ethics, and Human Relations.
-ENG and DPR should be an elective. Owner needs to hear what the real scope is right from the beginning before they go into developing skills. Suggest a course: The Real World of Business with quest speakers.
-The proposed program seems to be a good one. Instead of one class in Spreadsheet and one in WP, perhaps one class in computers should be included. The class should deal with practical applicaticns of the computer and how the three major software applications (DB, WP, SS) can be integrated to make one more productive. Marketing should be a required, not elective course.
-Marketing is critical. Nothing else matters if a business owner fails to learn his markets' needs and profitably fill them.
-Who needs a degree for a small business - very few people. The courses offered are so basic they almost are insulting - at least as far as being practical for small business. Let's get some more involved, advanced classes.
-Addition of a basic Accounting class. I think it is important to make people aware of potential problems. Technical skills aren't as important as knowing where to find the answers.
-You should include a finite mathematics course to the curriculum.
-Accounting, Marketing, Negotiations / Employee Relations as an elective.
-"How to Write a Business Plan" should be included. Students should write a real and feasible plan as a project in the class. Again, it should be required not just an elective. Also, "Micro Computer Basics" should be included using Word Processing, Spreadsheet and Database such as SuperCalc 4 (I don't like Lotus 1 2 3), Wordstar and dBase IV.
-Take Spreadsheets out and make an elective. Marketing, sales and advertising should not be electives. Add courses on data processing in business.
-Possible credits for work experience.
-The program needs to be presented or modified to meet the needs of these individuals who can not attend school on a full time basis.
-Consider a co-op option to allow students to try out in an existing small business.
-Basic Accounting needs to be added with the possibility of a computer Accounting course.

Modifications needed to be made in the associate degree requirements. 90 Suggestions

-Would use Q & A v.s. Word Perfect. Also, consider Qualtro (in spreadsheets?). Labels still sound too academic.
-Accounting classes
-Quality Assurance/Control and Customer Satisfaction/Service should be added as requirements. Product and service quality courses should be given the same priority as Sales, Marketing, etc.
-None that I can see.
-Why, if taking a proficiency test, does the student still have to take a three hour course in Math?
-I would allow electives in the first year, first and second semesters in order to give the student a chance to participate in their study's classes.
-More of the practical education updated trends in business.
-Possibly to be able to wave some courses, and/or substitute some.
-Maybe allow an elective each semester as opposed to three electives in your second year/second term.
-I feel business management today should include familiarization with computer capabilities, word processing, forecasting, etc.
-None - increased knowledge of PC's through your DPR courses is good step. I feel that is a must for any entrepreneur. Understanding the financial side of the business is crucial!
-A course in recordkeeping might be useful. A proprietor has to keep accurate records for tax purposes.
-What are the basics - finding the market, can one make any money, dealing with people?
-I do not know enough about business to know whether there should be modifications. It all appears to be courses necessary.
-MKT 106 could be replaced by a more pertinent subject.
-None that I see.
-Perhaps a program that could bring in successful small business owners for an in depth analysis of their views.
-Make flexibility for people with degrees in other fields who have had many of the "basic classes" such as ENG 101 etc., allow them to transfer in lots of hours.
-I would have to read the descriptions of each course title, subject, and object goals.
-Case studies, problem solving. targeting a market, determining what product or service to handle.
-MGT 280 mandatory.
-I feel the program would be more appealing if the courses were more accelerated and allowed night students to attend and complete quicker. (Elmhurst College has a 32 credit program that meets four hours a week for 46 weeks).
-It looks a little light on Math and Liberal Arts. A business owner must be well rounded and have his finger on the pulse...as it were. However, the individuals completing this curriculum would certainly know a lot about small businesses.

Modifications needed to be made in the associate degree requirements. 90 Suggestions

-I don't think this should be a degree program. Most small businesses are run by the owner. Having a degree is not going to make a difference in running his own business and certainly is not a guaranty towards success. Please be very objective in selecting instructors for the course, especially if it is a degree program. It is not a good idea to make the classroom as an advertising tool for the instructors.
-I didn't find them to be a problem with acquiring my AA.
-Don't have enough information to respond intelligently - how does Harper compare with Roosevelt, Chicago Circle, etc.? Would be interested in seeing comparative statistics.
-It seems adequate. Would it be possible to do a survey of students completing the program to determine what they think?
-An excellent modification would replace "SEC 133 WP" with an overview course covering several major word processing packages. Possibly an additional course in Needs Assessment would fit into the curriculum along with those suggested.
-Looks great for person owning a local store and selling a product.
-Guided growth; monitoring the health of a business; how to obtain and keep skilled employees profitably.
-Feasibility Seminar to determine need for product or service. Personal Computer Workshop.
-Political Science, more Math, Engineering.
-I understand state law covers the curriculum, but Composition, Intro to Business, Business Math seem very fundamental. Spreadsheet and Word Perfect may not be feasible for everyone.
-I do not feel a special program should be set up. The courses listed could be easily combined with the management program. Harper has enough money problems. Who would teach these programs? People who are good in their profession or their small business is successful, do not always make good teachers.
-More accounting
-Looks OK
-Unable to comment at this time.
-As a former ENG 101 instructor at Harper, I'm not certain that you need it in your entrepreneur curriculum. SEC 133 WP might be an elective.
-No modifications
-Credit for business knowledge known.
-One course familiarizing the student with basic business machines could be included at least as an elective. Not everyone starting a business can afford a computer and software.
-Some time for accounting would be helpful.
-A person actively involved in running a business probably would not have time to attend the classes proposed and do the follow-up work required. Personally, I would be interested , however, in courses in certain selected areas.

Modifications needed to be made in the associate degree requirements. 90 Suggestions

-The program seems to be very complete. Would you consider a program for shopping center management? See Sunday 7/25/88 Tribune - Job Section.
-Course dealing with record keeping, basic or otherwise, for the small business are conspicuously absent.
-Set up a committee of business persons to advise and to help in keeping the course content on track and current.
-Maybe more computer courses, word processing, Word Star. Whatever is most popular now.
-I do not know as I have a BS in BA.
-Seminar type course with small business owners relating in detail their experiences, learning curves, mistakes, and success. A variety of businesses would be beneficial.
-Combine the classes on "spreadsheet" "decision support" and "Word Perfect" into a class on the procurement and use of computers including how to evaluate hardware and software. Give a choice of word processors. Include a section on data bases. There are many professional groups and societies for small business owners, various professions, and industry categories. I would enlist their support and participation as quest lecturers and any other roles you can think of.
-Looks good
-How to negotiate; taxes and all the forms and reports we have to fill out.
-Possibly a heavier emphasis on computer training such as Lotus 1,2,3. Also, a working knowledge of Real Estate, such as Rent v.s. Buy, negotiating leases, etc.
-I am not sure of the current AA specifications. Maybe another DPR course.
-Maybe offering credit for classes taken for the type of business, Food Service, Floral. May also need accounting courses.
-None that I'm aware of presently.
-None, are you also offering a certificate program for a general small business management degree?
-The course in Small Business Formation should be in the first year, first semester.
-Don't know without more information as to course content.
-In my opinion, a Bookkeeping/Accounting course would be mandatory and should be included (unless this is included in "Business Math" and "Small Business Finance").

Nominations for serving on the Advisory Committee for this proposed program in Small Business Management. 58 Nominations

-Carol Pietrus
Originals Only Inc.
One Pierce Place #245c

Nominations for serving on the Advisory Committee for this proposed program in Small Business Management. 58 Nominations

Itasca, IL 60143
-Oliver Bailey
Bailey Technologies Inc.
7 W. Schaumburg Road Suite 201
Schaumburg, IL 60194
255-2565
-Alex Erganian Consultant
P O Box 8212
Rolling Meadows, IL 60008
-Susan Vitello
Acoustical Renewal Systems, Inc.
2368 W. Warren
Palatine, IL 60067
-Susan J. Gorecki
SJG and Associates
2 E. Oak #3309
Chicago, IL 60611
-Robert J. Briskey, MA CCCA
Beltone Electronics
4201 W. Victoria St.
Chicago, IL 60646
-Edward H. Morganroth
1148 E. Patten Dr.
Palatine, IL 60067
-James P. Pluskota
1719 Beech Rd.
Mt. Prospect, IL 60056
-Eleanor L. Mazza
Office Support by Ellie
1009 Springinsguth
Schaumburg, IL 60193
-Dale J. Bowers
World Wide Fund Management
463 Harmony Drive
Wheeling, IL 60090
537-6611
-Mary Lynn Bower
Stateside Assoc.
1 E. Lonnquist Blvd.
Mt. Prospect, IL 60056-3857
-Mrs. Shirley Pizzato
1718 N. Dale
Arlington Hts., IL 60004
-Lois J. Peterson
Instructional Services Group
1162 Jeannette
Des Plaines, IL 60016

Nominations for serving on the Advisory Committee for this proposed program in Small Business Management. 58 Nominations

-Leo A. Kendra
Elite Accounting Services
1225 W. Dovington
Hoffman Estates, IL 60194
-Alan Skepner, President
Diversified Components
P O Box 68039
Schaumburg, IL 60168-0039
980-3510
-Mark Radzik
863 Marsha Dr.
Palatine, IL 60067
-Randy Hilgers
102 Pine Rd.
Barrington, IL 60010
-Richard F. Roszko
Artificial Logic
102 Kennebeck Ct. #7
Normal, IL 61761
(309) 452-0392
-Veronica Birckhead
President
Birckhead Enterprises, Inc.
626 Bayview Point
Schaumburg, IL 60194
-Inis Cohen
Cove Design / R.E. Investments
6 S. Cove
South Barrington, IL 60010
-T. J. Dargan
Audit Specialist
711 Sunny Lane
Barrington, IL 60010
381-2711
-Madonna Bednarz
Raindrops
1851 W. Golf
Schaumburg, IL 60194
-I would like more information.
Tom Hebert
Canine Behavior Consultants, Inc.
731 Grove Ave.
Barrington, IL 60010
-David J. Differding
David J. Differding, LTD
1110 Lake Cook Rd.
Buffalo Grove, IL 60089

Nominations for serving on the Advisory Committee for this proposed program in Small Business Management. 58 Nominations

-Claire Geheb
Phase II Resale
156 W. Northwest Hwy.
Palatine, IL 60067
-John Rath
408 N. Everett Dr.
Palatine, IL 60067
-Rose Robert
Your Every Whim - Catering Service
1807 Pebble Beach Circle
Elk Grove Village, IL 60007
-Lois DeGiulio
Robert H. Franke and Assoc.
1602 Colonial Pkwy.
Inverness, IL 60067
-Kathryn Gredell, President
The Eastwood Design Group
641-B Dulles Road
Des Plaines, IL 60016
-David Schuit
MTTC Counter Craft
927 N. Main Street
Glen Ellyn, IL 60137
858-3101
-Mary Anne Nielsen
26514 N. Wilton
Wauconda, IL 526-8218
-Brian Lichtenberger
Wheeling High School
900 E. Elmhurst Road
Wheeling, IL 60090
-Tony Sulla
Graphics Unlimited
1333 S. Vail Ave.
Arlington Hts., IL 60005
-Joseph Grzelak
236 Tudor Lane
Schaumburg, IL 60193
-Priscilla T. Garvin
Priscilla's Silks
999 Elmhurst Rd.
Mt. Prospect, IL 60056
-Cris Collins, President
Collins Research and Information Services, Inc.
P O Box 1556
Arlington Hts., IL 60006
-David E. Gasner
Applied Micro Inc.
5404 W. Elm Suite G

Nominations for serving on the Advisory Committee for this proposed program in Small Business Management. 58 Nominations

McHenry, IL 60050
-Dr. William B. Thiel
Thiel Enterprises LTD
Specialists in Human Resource Development
4110 O'Hare Dr.
Hoffman Estates, IL 60195
359-4872
-M.K. Huntington
Superstitch
16 E. Main
Lake Zurich, IL 60047
-Kathie Medwed and Becky Harris
857 Marsha Dr.
Palatine, IL 60067
Medwed, Harris and Assoc.
Training and consulting
-Virginia A. McMinn
McMinn HR Consulting
1423 Michele Dr.
Palatine, IL 60067
-Carol Martin
C R Hair Studio
1822 N. Arlington Hts. Road
Arlington Hts., IL 60004
-James M. Pacana
JR & R Instant Sign Corp.
1740 W. Wise Road
Schaumburg, IL 60193
-Judy Bennett
Northwest Services
403 N. Pine St.
Mt. Prospect, IL 60056
-Elizabeth A. Boyd
Boyd and Assoc.
1810 N. Ridge Ave.
Arlington Hts., IL 60004
-Ann Izzo
4175 Portage Lane
Hoffman Estates, IL 60195
-Donald R. Jirak
Functional Designs, Inc.
P O Box 100
Lockport, IL 60441
-Carl E. Arthur
Cambrie Corp.
311 S. Arlington Hts. Road
Arlington Hts., IL 60005

Nominations for serving on the Advisory Committee for this proposed program in Small Business Management. 58 Nominations

-Jay Lovett
Sound Quest
P O Box 940
North Chicago, IL 60064
473-1200
-William M. Dumich CPA
7 W. Schaumburg Road Suite 203
Schaumburg, IL 60194
894-2320
-Carol Sorenson
Liberty Services
P O Box 8237
Bartlett, IL 60103
-Anita Smith
A & A Music
2356 Hassell Road
Hoffman Estates, IL 60195
-Joanne B. Barsanti
J.B.B. Systems, Inc.
230 Ashley Ct.
Roselle, IL 60172
-Dennis Nelson
Dennis Nelson and Company, LTD
48 W. Seegers Road
Arlington Hts., IL 60005
-Robin L. Oerkfitz
Midwest Temps and Secretarial Service
405 Virginia St.
Crystal Lake, IL 60014
-Linda Schilo-Jones
Mortgage Insurance Consultants, Inc.
3800 N. Wilke Suite 300
Arlington Hts., IL 60004
-David E. Butts
BBS Computer Sales and Service
1816 Largo Ct.
Schaumburg, IL 60194
490-9180 or 502-5010
-Barbara J. Triphahn
W-T Engineering Inc.
39 E. Scully Drive
Schaumburg, IL 60193

Nominations for teaching one of the courses in this proposed Small Business Management program. 48 Nominations

-Veronica Birckhead
Birckhead Enterprises, Inc.
626 Bayview Point
Schaumburg, IL 60194
Course: Computer Courses / Starting Home Based Business
Background description: Elementary School Teacher / Computer Analysis / Corporate Training Manager. Currently teaching Intro to DOS, Word Perfect, Micro Soft Word and Wordstar.
-David Schuit
MTTC Counter Craft
927 N. Main Street
Glen Ellyn, IL 60137
858-3101
Course: Not quite sure at the moment.
Background description: Will be glad to provide information if contacted.
-Tony Sulla
Graphics Unlimited
1333 S. Vail Ave.
Arlington Hts., IL 60005
Course: Communications Arts - or what am I looking at?
Background description: Concept, Production, Reproduction of Graphic Arts. I have an outline with visual booklet to explain visual language. Have taught part time in my life experience. Art Institute of Chicago - School of TV Graphics, Columbia College of Communications - Communications Arts - Applied Visual Language - Calligraphy - Graphic Designs.
-Please forward for information as program progresses.
M.P. Doherty
2138 Lake Shore Cr.
Arlington Hts., IL 60004
-William B. Thiel Ed.D.
Consultant
4110 O'Hare Dr.
Hoffman Estates, IL 60195
Course: MGT 270, PSY 101, MGT 160, PSY 145, HRD and MGT, Original Theory and Human Behavior.
-Kathie Medwed and Becky Harris
Medwed, Harris and Assoc.
Training and Consulting
857 Marsha Dr.
Palatine, IL 60067
Course: Employee Training, Business Courtesy and Etiquette, Personal Computer Basics
Background description: Kathie Medwed is currently a trainer and customer service representative for J.C. Penney. She has been training new employees for two years in policy and procedures. Kathie also helped write and develop a training manual for Telaction, a wholly owned subsidiary of J.C. Penney and then super-

vised implementation and training of personnel. Becky Harris also trained new employees for J.C. Penney for one and one half years before joining Telaction Corp. as a Representative Design Specialist. Her work encompasses producing audio, video and database management in this interactive television company. Becky has a wide range of experience working with the Apple, MacIntosh, Tandem, Commodore 64 and IBM computers.

-Virginia A. McMinn
McMinn HR Consulting
1423 Michele Dr.
Palatine, IL 60067
Course: Management, Human Relations

-Cynthia Lyons
Preferred Meal Systems
2241 Pratt Blvd.
Elk Grove Vlg., IL 60007
Background description: I would be interested in organizing a course in quality assurance for a small business. I have experience in the food industry, although similiar quality assurance principles apply to all industries.

-Elizabeth A. Boyd
Boyd and Assoc.
1810 N. Ridge Ave.
Arlington Hts., IL 60004
Course: MGT 140, MGT 280 (Intro to computers if added to curriculum).
Background description: BS in Computer Science, four years practical experience in production management.

-William A. "Bill" Adler Management Consultant
28897 W. Main Street in River Glen
Barrington, IL 60010-1849
381-6770
Course: Sales Promotion; Marketing; Advertising
Background description: Degrees: BS-Northwestern; ME-University of Rochester; MBA-University of Chicago. Age - 66, Retired. Former World Wide Sales Promotion Manager for Multi-National Co. (International Harvester). Past President of Midwest Society of Professional Consultants.

-Anne C. Ward
Calla Papers, Inc.
425 N. Douglas
Arlington Hts., IL 60004
Course: Spreadsheet, Small Business Finance
Background description: Work experience: Controller until 3/88 for previous four years for $5 million importer. Three years as paraprofessional with two local public accounting firms. Have prepared short-term, long-term cash flow and profit projections (using computer spreadsheet programs) for leveraged buy out proposals and venture capital proposals, as well as financial projections for my own new business for inclusion in my business

plan. I would enjoy teaching - especially at Harper where I started my education in accounting before I transferred to Roosevelt University where I am continuing toward my degree.
-Ann Izzo Ceramic Instruction
S & A Ceramics
4175 Portage Lane
Hoffman Estates, IL 60195
Background description: I have been teaching ceramic for 28 years and the firing of the items, also in sales, wholesale and retail. My studio name which I still have is S & A Ceramic. Also did teach at the Hoffman Park district for over seven years - Ceramics for Adults and Children.
-Dennis T. Symbal
Darnel Ind. Inc.
2412 Delta Lane
Elk Grove Vlg., IL 60007
766-0210
Background description: Operator of the following businesses - Darnel Ind. Inc., a tool and die building company, DTS Ent. Inc., automotive products and women retail clothing sales, and former owner/operator of a Rosati's Pizza and Italian Food Restaurant. I also taught tool and die making courses for five years for Oakton Community College.
-William M. Dumich CPA
7 W. Schaumburg Road Suite 203
Schaumburg, IL 60194
894-2320
Background description: I have a CPA certificate , BS in accounting and M.B.A. from Northern Illinois University. I have 13 years industrial accounting experience and 5 years in public practice.
-Joanne Barsanti - Data Processing Consulting Services
J.B.B. Systems, Inc.
230 Ashley Ct.
Roselle, IL 60172
Course: May be interested in MGT 210, 220, 230, - need more info.
Background description: I have owned my own business for over five years, and have worked in the data processing industry for close to 20 years. Business brochure and business card is enclosed.
-Dennis Nelson CPA
Dennis Nelson and Co. LTD
48 W. Seegers Rd.
Arlington Hts., IL 60005
Course: open
Background description: Three years teaching - Chicago Public Schools; Three years corporate treasurer; three years staff accountant; eleven plus years starting and running a CPA firm; attached are a number of items that maybe of help.
-Mort Zelman - Insurance Consulting
1700 Kingston Lane
Schaumburg, IL 60193

Course: Principles of Insurance; also Insurance Coverage
Background description: I have worked for insurance companies for 18 years in underwriting/risk selection/risk pricing. My last position was Vice-President, Underwriting; I am now consulting to/advising insurance companies in coverage and underwriting areas. In the early 80's I was on the faculty of the Insurance School of Chicago, teaching a couple courses on Insurance Coverages.
-Sandra Shovers Personnel Consulting; Cookie Business
700 W. Rand Rd. #B407
Arlington Hts., IL 60004
Course: Human Relations in Management or Retailing
Background Description: Retail/Personnel Administration - Marshall Field's 13 years; Corporate Personnel Manager - APAC Corp. one year; Personnel Consultant - self employed one year; President - Wamafuls, Inc. since May 1988.
-May be interested - would need to know course schedules and compensation. Have given many seminars on business related topics to owners and prospective owners.
Lawrence J. Kendzior
Birger Nyborg and Company , LTD
975 E. Nerge Rd.
Roselle, IL 60172
980-9850
-Perhaps in the future
Dorene Diehl
Massage Therapy
601 S. Roselle Rd.
Schaumburg, IL 60193
-Teri Sosa Computer Systems Designer
Computer Assoc.
10400 W. Higgins
Rosemont, IL
635-1040
Course: Business Math, Finance or other quantitative course.
Background description: I have 12 years experience in the Data Processing industry. I also hold an M.B.A. with a concentration in Finance. I teach frequently in the course of my job.
-Tom Ahlbeck
CPA
1665 Elm Blvd.
Des Plaines, IL 60069
Course: Taxes, accounting, business
Background description: Education and experience to above areas - additional information on request.
-Christine Sonne
Computer Consulting
4342 Lombardy Ct.
Hoffman Estates, IL 60195
Course: Word Perfect

Background Description: Secondary Education Training in college degree. 13 years computer experience in large corporations. Word Perfect experience as a user and trainer. System and software training and experience.
-I would like to speak to a class from time to time on how Ad Specialties and Premiums fit into the marketing mix. James P. Dunne, Marketnet, Inc 437-4010
-Eugene W. Reinholdt Advertising Sales
Journal and Topics Newspaper
922 Graceland Ave.
Des Plaines, IL 60016 381-1579
Course: MKT 140, 145, 217,240
Background Description: A BA degree program , BSC degree, 20 years of advertising sales and advertising copywriting.
-I would have to come more oriented to classroom activity before I would be able to conduct a course. I would be willing to share experiences from the business world. T.J. Dargan Audit Specialist 711 Sunny Lane Barrington, IL 60010 381-2711.
-Inis Cohen
Cove Design / R.E. Investments
6 S. Cove
South Barrington, IL 60010
Background description: By profession I have a Master's degree in special education and I am not qualified to teach a course in business, but I have changed careers and find it fascinating. I would be willing to help where ever possible.
-I would like to teach some Continuing Education classes. Please send me some information on how I might become a teacher. Randy Hilgers 102 Pine Rd. Barrington, IL 60010
-William R. Bazant Office Products Distribution
Boise Cascade Office Products
800 W. Bryn Mawr Ave.
Itasca, IL 60143 773-5016
Course: Open - academically and practical experience in negotiating skills.
Background description: BS Liberal Arts North Central College 1952; J.L. Kellog Graduate School Management Northwestern 1980; Small business owner (office supply dealer) three years 1983-1986; 35 years experience - sales, marketing, purchasing, and general management. Interested in teaching negotiating skills, and/or courses related to my training and experience.
-Mark Radzik Consultant
33 W. Monroe
Chicago, IL
Course: Business Plan Writing / Market Plan Writing
Background Description: Earned a BS in Accounting from Indiana University; M.B.A. in Finance from Indiana University; Currently work for Arthur Andersen and Co. in the Special Services Division. Work on my own business when time permits. I would be very interested in getting involved with this program in a teaching / advisor capacity. Please feel free to give me a call. Home 359-5475 Work 580-0033.

-If this type of program had been available 10 or 15 years ago, I might have been interested. I feel I'm too old now to spend the time in classes; I need to be out there earning an income.
-C.R. Tiller
The Toysmith
P O Box 378
Morton Grove, IL 60053
Course: Getting more accomplished through self management.
Background description: BSEE, Purdue University; M.B.A. University of Chicago; former VP of R&D Hammond Organ Co.; former Director of Research and Engineering Kay-Ray Inc.; former group leader New Ventures Group, Belden Corp.; former technical advisor Marvin Glass and Assoc.; studied entrepreneurship under Bob Pritzker, Marmon Group while at U of C.; presidential advisor, Junior Achievement; self studied in time management and psychology of achievement.
-F. Christensen
Illinois Wire Mill
383 Randy Road
Carol Stream, IL 60188
Background description: BS MAE at IIT; P.E. Illinois - If and when I retire (now 51) it would be an excellent idea that are among many I would consider.
-Leo A. Kendra
Elite Accounting Services
1225 W. Dovington
Hoffman Estates, IL 60194
Background description: Degrees in Accounting. My own Accounting and Tax Service for four years. Chief Financial Officer, Controller, Treasurer and other various positions in industry.
-Lois J. Peterson Training Materials
Instructional Services Group
1162 Jeannette
Des Plaines, IL 60016
Course: MGT 140 Practical Management Communications or Communication Excellence. This course builds skills: Discover personal communication style; Give clear instructions; Give Constructive Criticism; Give communicate with different people.
-Mrs. Shirley Pizzato
1718 N. Dale
Arlington Hts., IL 60004
Course: Human Resource Development
Background description: Have recent M.B.A. with a major in Human Resources.
-Mary Lynn Bower
Stateside Associates
1 E. Lonnquist Blvd.
Mt. Prospect, IL 60056-3857
Course: MGT 111, 125, 154, 254
Background description: Education: BS 1971 Mundelein College in Chemistry; MS 1974 University of Illinois in Chemistry; M.B.A. 1980 DePaul University in Corporate Finance. Experience: Quaker

Oats 1973-1979 Project Leader, Chemicals Division, Continental Bank 1980-1986 Internal Consultant, Strategic Planning Analysis. My resume is enclosed. My business is in the field of financial consulting and taxes.
-Dale J. Bowers Investment Advisor
World Wide Fund Management
463 Harmony Drive
Wheeling, IL 60090
537-6611
Course: Business Math and Small Business Finance
Background description: Registered Investment Advisor (SEC and Illinois); Registered Securities Broker (series 7); Member National Assoc. of Tax Practitioners (NATP); Graduate Northern Illinois University with BS - finance degree.
-Edward H. Morganroth - Retired
1148 E. Patten Dr.
Palatine, IL 60067
Course: Sales Management
Background description: Am retired Vice President of Industrial Division of Mitsubishi International Corporation. Initiated this division in 1979 and built up to sizable sales. Have had 40+ years of industrial sales, sales management and marketing. Age - 67 years.
-Thank you for asking my opinion. I couldn't use your counseling service before. The counselor did not know enough about my business when I consulted him. Few people know about the cleaning business unless they are involved in it. Please contact Hilder Garrison 522 Kiowa St. Naperville, IL 60566. She is a very good prospect - able to teach.
-Robert J. Briskey MA CCCA
Beltone Electronics
4201 W. Victoria St.
Chicago, IL 60646
Course: Survey of Hearing Aid Specialist as a Business
Background description: BA and MA in Audiology; 15 years University Associate Professor; 26 years Industry research and teaching.
-Nancy McGewau
Gift Basket Service
114 E. Wallace
Bartlett, IL 60103
Course: MGT 125
Background description: Four year college degree in Business. Eight years work experience in Accounting/Finance.
-Eunice Conn
Uni-Bren International Corp.
8565 W. Dempster St. Suite 200
Niles, IL 60648
I'd be interested in a "one time" lecture/seminar or to serve on a panel. I've done some of this for DePaul and for business seminars, conventions, etc.

-Susan Vitello
Acoustical Renewal Systems, Inc.
2368 W. Warren
Palatine, IL 60067
Course: Selected topics in Small Business
Background description: I am not aware of the qualifications necessary for teaching a course. I have been in business management for thirteen years, in my own business for five years and have probably made almost every mistake - yet learned from them and grew beyond them. I hope this is successful. Good luck.
-Martin Temple
Temple Consulting Inc.
12 Oak Street Route 14
Barrington, IL 60010
Course: Spreadsheet, Word Processing, General Computer
Background description: Consultant to Fortune 500 Company full time for 10+ years. Decision Support, Communications, Personal Computers - purchase, train, maintain - hardware and software. Education - BS ISE from IIT, Chicago.
-William B. Bowen
472 W. Russell St.
Barrington, IL 60010
381-7312
Course: The only course I could handle would be MKT 217 Advertising.
Background description: I've had over 25 years in Advertising Sales with business publications - newspaper (Tribune) and weekly newspaper.
-Robert M. Dugan
Executive Search Retail Audio-tape
1607 Colonial Parkway
Inverness, IL 60067
Course: Hiring, Firing and Personnel Selection
Background description: Executive Search (8 years) in insurance and HRM consulting, sales (industrial 4 years), professional golf (2 Years). BA Psychology and Economics (Holy Cross College). Guest lecturer on careers and selection/interviewing to college students.
-Alex Erganian Consultant
P O Box 8212
Rolling Meadows, IL 60008
Course: MKT 145 and MKT 245
Background description: VP Sales - 14 years, VP MKT and Sales - 12 years. Held these positions at a $25 million product volume included advertising supervision for 26 years. Major volume sold to gas distribution companies. Their experience related to industrial products.
-Mr. F.K. Heffley
Eagle Test Systems
1353 Armour Blvd.
Mundelein, IL 60060
Course: MGT 154, 140, 160, 274, 270, ENG 130, MAT 101

Background description: See Resume
-Oliver Bailey
Bailey Technologies Inc.
7 W. Schaumburg Road Suite 201
Schaumburg, IL 60194
255-2565
Course: Word Perfect
Background description: Ten years microprocessor experience; programming (6 years "C" Pascal, Assembler, Basic) software tools (Spreadsheets, Databases, Word Processors - 8 years). Technical Writing - 10 years. Have worked in past for Centel, Golf and Western, American Brands, ITT, Howard Sams Publishing.
-Carol Pietrus
Originals Only Inc.
One Pierce Place #245c
Itasca, IL 60143
Course: Word Perfect
Background description: Owner/Trainer of secretarial service

APPENDIX

William Rainey Harper College
Algonquin and Roselle Roads
Palatine, Illinois 60067
312-397-3000

Spring 1988

The Harper Community:

Through the years Harper College has responded to the needs and wants of the district.

Today, with your help, we are attempting to determine the need for a program in Entrepreneurship. Would you please take a few minutes to answer the enclosed survey, returning it in the self-addressed envelope provided for your convenience.

Your help will allow us to determine the type of program the Harper Community needs.

Sincerely,

James K. Seeck

James K. Seeck
Associate Professor
Management Department

jc
Enclosures

SURVEY OF INTEREST IN PROPOSED SMALL BUSINESS MANAGEMENT PROGRAM AT HARPER COLLEGE

1- How would you describe your interest in small business management? Check (x) one.

_____ A. I currently own my own business
_____ B. I am considering starting my own business
_____ C. Other (specify)_____

_____

2- What business are you now in or are thinking about?_____

_____

- -

PLEASE READ CAREFULLY THE ENCLOSED PROPOSED PROGRAM FOR SMALL BUSINESS MANAGEMENT AND THEN ANSWER THE FOLLOWING QUESTIONS:

3- What is the likelihood you would enroll in this program? Check (x) one.

_____ A. I am not interested in credit courses in this area.
_____ B. I might enroll in some of the courses some time.
_____ C. I would enroll in some of the courses listed. Specify which ones. _____

_____

_____ D. I would enroll in the program with the intent of securing an associate degree.

4- If you are interested in this program, what times would be most convenient for you? Check (x) one.

_____ A. Mornings - during the week
_____ B. Afternoons - during the week
_____ C. Evenings - during the week
_____ D. Saturdays

5- Which day of the week is most convenient for you? Check (x) one.

_____ A. Monday
_____ B. Tuesday
_____ C. Wednesday
_____ D. Thursday
_____ E. Friday
_____ F. Saturday

6- Please give your reactions to the proposed curriculum. What courses do you think should be added? _____

_____

_____

(Over)

7- What modifications need to be made in the associate degree requirements?

_____

_____

_____

_____

8- Would you be interested in serving on the Advisory Committee for this proposed program in Small Business Management? If so, please list below your name, business and business address:

_____

_____

_____

_____

9- Would you be interested in teaching one of the courses in this proposed Small Business Management Program? If so, list below your name, business, business address, course interested in teaching and a brief background description about yourself.

Name_____ Business_____

Business Address_____

_____

Course_____

Background Description_____

_____

_____

_____

_____

_____

THANK YOU FOR YOUR COOPERATION

SMALL BUSINESS MANAGEMENT

1st Year - 1st Semester	
ENG 101 Composition	3
MGT 111 Intro to Business	3
MGT 150 Business Math[1]	3
DPR 123 Spreadsheet	1
MGT 125 Small Business Finance	3
Elective (from below)	3
	16

1st Year - 2nd Semester	
PSY 101 Intro to Psychology	3
MGT 154 Small Business Management	3
MGT 130 Small Bus. Legal Concerns	3
MGT 140 Practical Mgmt. Communications	3
ENG 130 Business Writing	3
DPR 124 Decision Support	1
	16

2nd Year - 1st Semester	
PHI 150 Business Ethics	3
MGT 160 Prin. of Supervision	3
PSY 145 Psychology in Business	3
Elective (from below)	3
Elective (from below)	3
SEC 133 WP - Word Perfect	1
	16

2nd Year - 2nd Semester	
MGT 254 Small Business Formation	3
Elective (from below)	3
Elective (from below)	3
MKT 245 Principles of Marketing	3
	12

1- A proficiency test, available in the Testing Center, may be utilized to meet the mathematics elective requirements. Students in this program who utilize the proficiency test to meet the mathematics requirements must take a three (3) credit hour course approved by the program coordinator.

ELECTIVES

BFC 110 Principles of Insurance
ECO 115 Consumer Economics
MGT 210 Internship in Small Business
MGT 220 Seminar in Small Business
MGT 230 Selected Topics in Small Business
MGT 270 Principles of Management
MGT 274 Industrial Management
MGT 280 Human Relations in Management
MKT 106 Merch. of Furn. and Softline Goods
MKT 140 Salesmanship
MKT 145 Sales Management
MKT 217 Advertising
MKT 240 Advanced Sales Skills
MKT 245 Principles of Marketing
MKT 250 Retailing
MAT 101 Material Management
MGT 218 Intro to Finance

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